

# \$267<sup>50</sup>

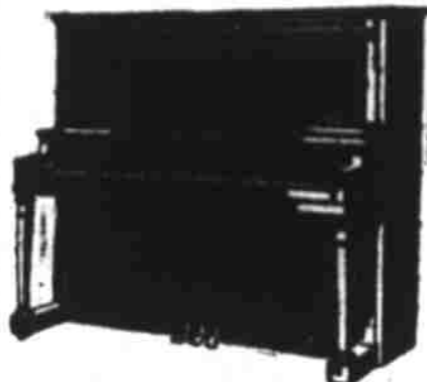
## The Life Insurance Feature of Our Big Piano Club Is Almost Invaluable

Let Us Repeat Again and Again, That These Pianos Are Worth 375 Dollars Each, But the Club Price Is 267 Dollars and 50 Cents

A good story stands retelling, so let us repeat again that literally scores of these instruments (without the extras we put in these for this particular club) have been sold right here in portland at 375 dollars. Hundreds are being sold every month all over the United States at 375 dollars. They are worth 375 dollars.

Measured by any standard of value you wish, they are worth 375 dollars. They are worth it on our floors, or on the floors of any reputable piano dealer in the country.

Our Club price is 267 dollars and 50 cents. The price includes everything. There are **NO EXTRAS** of any kind. Nothing to be added for drayage, stool, scarf—**ABSOLUTELY NO EXTRAS. TWO HUNDRED AND SIXTY-SEVEN DOLLARS AND FIFTY CENTS IS THE PRICE, AND THE PRICE INCLUDES EVERYTHING.**



This shows one of the Club Pianos—a refined design, representing the very latest and best in Piano construction.

### The Club Price of 267 Dollars and 50 Cents Can Be Reduced

As mentioned above, 267 dollars and 50 cents includes everything, **SO IT DOES.** This price can, however, **BE REDUCED.** The club member is entitled to 175 weeks' time in which to make his payments. If payments are made **BEFORE THEY ARE DUE, SO THAT THE TOTAL TERM OF PAYMENTS IS REDUCED—A REBATE OF 25c** for each and every week of reduced time is handed over to the Club Member **IN CASH.**

You can therefore see that the price (\$267.50) can be reduced just as many **TIMES TWENTY-FIVE CENTS AS YOU WILL PAY** weekly payments **IN ADVANCE** or before they are due. Reduce the terms one week, you reduce the price 25 cents. Reduce the terms two weeks, you reduce the price 50 cents, etc.

*"If the signer of this contract should die during the life thereof, and all weekly payments have been paid when due, the remaining installments will be canceled forthwith and a receipt in full for the piano turned over to the family of the deceased."*



This is a simple statement—strong and to the point—that covers the whole story. We want this club to be cooperative and helpful to each and every member in it. **GREATEST POSSIBLE.** We want every protection that you can come to our store and buy a dependable piano at a modest price, and buy it upon the easiest and best terms and conditions of sale. We want this big club to be a **STANDING ADVERTISEMENT** for us as long as we are in business, and **THIS LIFE INSURANCE IDEA IS THE CROWNING FEATURE.**

If the head of the family dies—if the breadwinner dies—if the source of income is stopped by death—the piano is not lost to the family. The family will not have to work and worry to meet the remaining payments. They will be immediately canceled—and a clear **"RECEIPT IN FULL"** given to the family of the deceased. Isn't this a comforting and reassuring idea? Isn't it **ALMOST** invaluable?

#### Life Insurance Clause of Our Big Piano Club

If the signer of this contract should die during the life thereof, and all weekly rentals have been paid when due, the remaining installments will be canceled forthwith, and a receipt in full for the piano turned over to the family of the deceased.

(Signed) **Bush & Lane Piano Co.**

### The Regular Terms on Pianos Like These Sold Through Our Club Are 25 Dollars Cash and 10 Dollars a Month The Club Terms Are 5 Dollars Cash and 1 Dollar and a Half a Week

**\$5 CASH**  
**\$1.50 WEEK**

The terms given to members of this big Inaugural Club are the easiest ever made on a really high grade piano.

Go to any piano store of repute on the Pacific Coast, and buy a piano of the grade and class of these we are supplying to our inaugural Club, and you will be asked to make payment of 25 dollars as a cash payment and then 10 dollars a month. Maybe, in some instances, these terms can be brought down as low as 20 dollars cash and 8 dollars a month—**BUT NEVER TO OUR ABSOLUTE KNOWLEDGE HAVE PIANOS OF THIS GRADE SOLD AS LOW AS OUR CLUB TERMS—5 DOLLARS DOWN, THEN A DOLLAR AND A HALF A WEEK. FIVE DOLLARS IS ALL IT TAKES TO JOIN THE CLUB—OR LESS THAN ONE-FOURTH AS MUCH AS IT USUALLY TAKES TO MAKE THE FIRST PAYMENT ON A PIANO OF THE SAME GRADE.**

After the first payment is made **ONE DOLLAR AND FIFTY CENTS** a week is all it takes to make the weekly payments, or but little more than **ONE-HALF AS MUCH AS REGULAR OR CUSTOMARY PAYMENTS.**

You pay 5 dollars when you join the Club. This is credited to the Club price of the piano (\$267.50), leaving \$262.50 to be paid at the rate of **ONLY \$1.50 A WEEK — OR TWENTY-ONE CENTS A DAY.**

Only through being manufacturers and through a big transaction like this can **SUCH TERMS BE MADE ON SUCH PIANOS. CHEAP PIANOS** can be sold on **CHEAP TERMS**, but it is only where the pianos are sold by the manufacturers; where a great market can be made in a short time at little expense, and where a house is willing to sacrifice a large part of its profit as we are doing in this case, **CAN SUCH TERMS AS THESE BE MADE ON SUCH HIGH-GRADE PIANOS.**

#### What the Club Is In a Nutshell

By Reading This Paragraph You Can Join the Club Intelligently

1. The club is composed of 200 members.
2. The value of the piano furnished is 375 dollars.
3. The price to club members is 267 dollars and 50 cents.
4. There are no extras of any kind to be added to the above price.
5. The terms are 5 dollars cash when you join, then 1 dollar and 50 cents a week for 175 weeks (nearly 3 and 1/2 years).
6. The piano is delivered when you join, or later, as you wish.
7. The weekly payments of 1 dollar and 50 cents begin when the piano is delivered.
8. Every instrument is guaranteed without reserve for five years (the regular BUSH & LANE guarantee)—a guarantee as strong as we know how to make in writing.
9. If, after 30 days' trial, the piano is not satisfactory, we will give you your money back.
10. If the piano is satisfactory after 30 days' use, the club member has eleven more months in which to satisfy himself as to its character. If it does not then prove to be everything that he expects, he has the privilege of exchanging it without one penny's loss for any other instrument of equal or greater value that we manufacture or sell.
11. If a club member dies during the life of his contract, BUSH & LANE will immediately send a receipt in full to his family for the instrument.
12. A beautiful stool to match the piano and latest style scarf are included without extra cost.
13. The piano will be tuned twice without charge.
14. A rebate of 25 cents a week in cash is given to those members who desire to pay faster than at the rate of 1 dollar and 50 cents a week.

**If you cannot come to the store, simply send us your check or a \$5 bill and say "you want to join the club." If the piano is not satisfactory after it has been selected and tried 30 days, we will give you your money back.**

Phones  
Main 2756 A1925

# Bush & Lane Piano Co.

355 Washington Street

Majestic Theatre Building

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Main 2756 A1925